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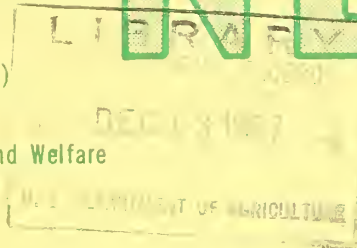
"We must open wider the doors of opportunity....
for the good of our country and all our people"
President Eisenhower

NEWS

RURAL DEVELOPMENT PROGRAM

Committee for RURAL DEVELOPMENT PROGRAM

Under Secretary, Department of the Interior
Under Secretary, Department of Agriculture (Chairman)
Under Secretary, Department of Commerce
Under Secretary, Department of Labor
Under Secretary, Department of Health, Education, and Welfare
Administrator, Small Business Administration
Member, Council of Economic Advisers



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In cooperation with the Committee for Rural Development Program, 13 states and Puerto Rico have now completed a series of regional rural development conferences which brought together more than 1,100 agency workers and citizen-leaders in rural development. Some 40 farm and non-farm agencies were represented at the meetings, the first of which was in Lexington, Kentucky, May 15. Others were at Shreveport, Louisiana; Fort Smith, Arkansas; Athens, Georgia; and Asheville, North Carolina.

The regional conferences were addressed by national farm, industry and educational leaders, including the Secretary of Agriculture, Under Secretaries of the Departments of Commerce; Agriculture; and Health, Education and Welfare and the Deputy Administrator, Small Business Administration. At each meeting, workshop sessions were held to permit detailed discussion of farm, industry and social welfare improvement in rural areas.

Rural development regional conferences highlight a growing appreciation and understanding of the role non-agricultural agencies and groups can take in improving economic and social conditions in rural areas.

NORTH CAROLINA, VIRGINIA SPONSOR 5TH REGIONAL MEETING

The 5th regional conference on rural development in Asheville, North Carolina, October 23-25, brought together some 200 agency personnel and private

development experts working in Virginia and North Carolina for discussion of needs in low-income rural areas in the two States.

Principal speakers at the two-day conference were True D. Morse, Under Secretary of Agriculture, Dr. Harry J. Reed, newly appointed Coordinator for the Rural Development Program, C. H. Bostian, chancellor, North Carolina State College, D. S. Weaver, director of the extension service in North Carolina, and W. H. Daughtrey, associate director of the extension service in Virginia, and Asheville businessman, William Algary.

This is one of a series of periodic reports on Rural Development Program activities of business, farm, civic, government and other community leadership working together. If you have information that might be of interest to those participating in the program or you wish to receive this Newsletter, address communications to the Editor, Rural Development Program News, Office of Information, Department of Agriculture, Washington 25, D. C.

These general principles affecting rural development were agreed to by the working groups:

- Local rural development committees should be made up of lay leaders, with agency workers serving as advisors.
- Agencies taking part in the program should recognize the need for adapting their work, services to the special needs of rural counties.
- Industrial development, essential in rural area improvement, is a long-term program requiring intensive local cooperation and the use of local resources.
- Personal contact is usually the best method of getting information to low-income groups.
- Agency workers should maintain continuing awareness of each other's programs, objectives.
- In rural development counties, farm marketing can be improved through added interest and resources for marketing work.

Addressing the opening session, Under Secretary Morse said, "The nation becomes alarmed when unemployment or 'depressed industrial areas' develop, but unfortunately has come to accept with too little concern equally distressing underemployment in rural areas."

In his prepared address, Dr. Reed pointed out that in the past we have tried to strengthen the economy of low-income areas through agricultural improvement, "but because of very limited acreage of good farm land, insufficient capital, and poor markets, the results have not been generally gratifying." If the community is to gain a balanced economy, he said, local leaders must look outside agriculture for additional job opportunities and alternatives for workers.

Director Weaver, at the closing session, reviewed the rapidly changing world conditions of recent years and spoke of the challenge of the future. In our educational and assistance programs, he said, workers need to keep in mind, "It is people and not pigs, children and not chickens we must deal with." Programs should be directed to the real needs of rural people.

INTEREST GROWS IN NATIONAL EDUCATION, GUIDANCE PROGRAMS

Recent statements by President Eisenhower and other officials and a Washington education conference have pointed up growing concern over the Nation's educational and guidance programs. In a speech November 13, the President suggested educational improvements to stimulate mathematics and science teaching, a nation-wide testing of high school students, and incentives to encourage professional training for top students.

Federal representatives met in Washington November 12-13 with teachers and school administrators from all sections of the country for an "Education and Employment" conference, sponsored by the U. S. Department of Labor. Considerable attention was given to the needs of rural youth for vocational guidance and job placement. Department of Labor officials said that a 15 percent drop in the number of farmers and farm workers was projected for the next decade, while most other occupations would be expanding rapidly. Pointing to these figures, Secretary of Labor James Mitchell, said the nation needs to provide better counseling programs for rural young people who will be looking for work off the farm.

RURAL DEVELOPMENT IN ACTION

(Based on reports of development activities throughout the Nation.)

West Virginia: In the Raleigh-Summers-Fayette County pilot area, continuing effort is being made to publicize the development program--daily radio programs, television, special reports, weekly news articles are some of the media used.

Nebraska: Meetings are being held in the State's new rural development county to plan long-term economic improvement in this "transition area" between the intensive corn region to the east and the extensive ranching and wheat area to the west.

Wisconsin: A recent issue of the Wisconsin Industrial Development Newsletter reports several home-grown industries started up in the State's rural counties, including manufacture of small camping trailers, charcoal from sawmill waste slabs, and hardboard using the "no longer lowly popple."

Illinois: Alexander-Pulaski County rural development leaders recently visited farms in the area whose operators are participating in the program as demonstration farmers. They report these improvements: Increased fertilizer use, spraying insecticides on vegetable crops, stock pond construction, long-term farm planning.

Tennessee: A good example of agriculture and industry joining hands to produce better living for farm families is a program in Lawrence County, where a bicycle manufacturer employing 1,100 workers has taken the lead in a campaign to improve farming and family living on the farms of workers.

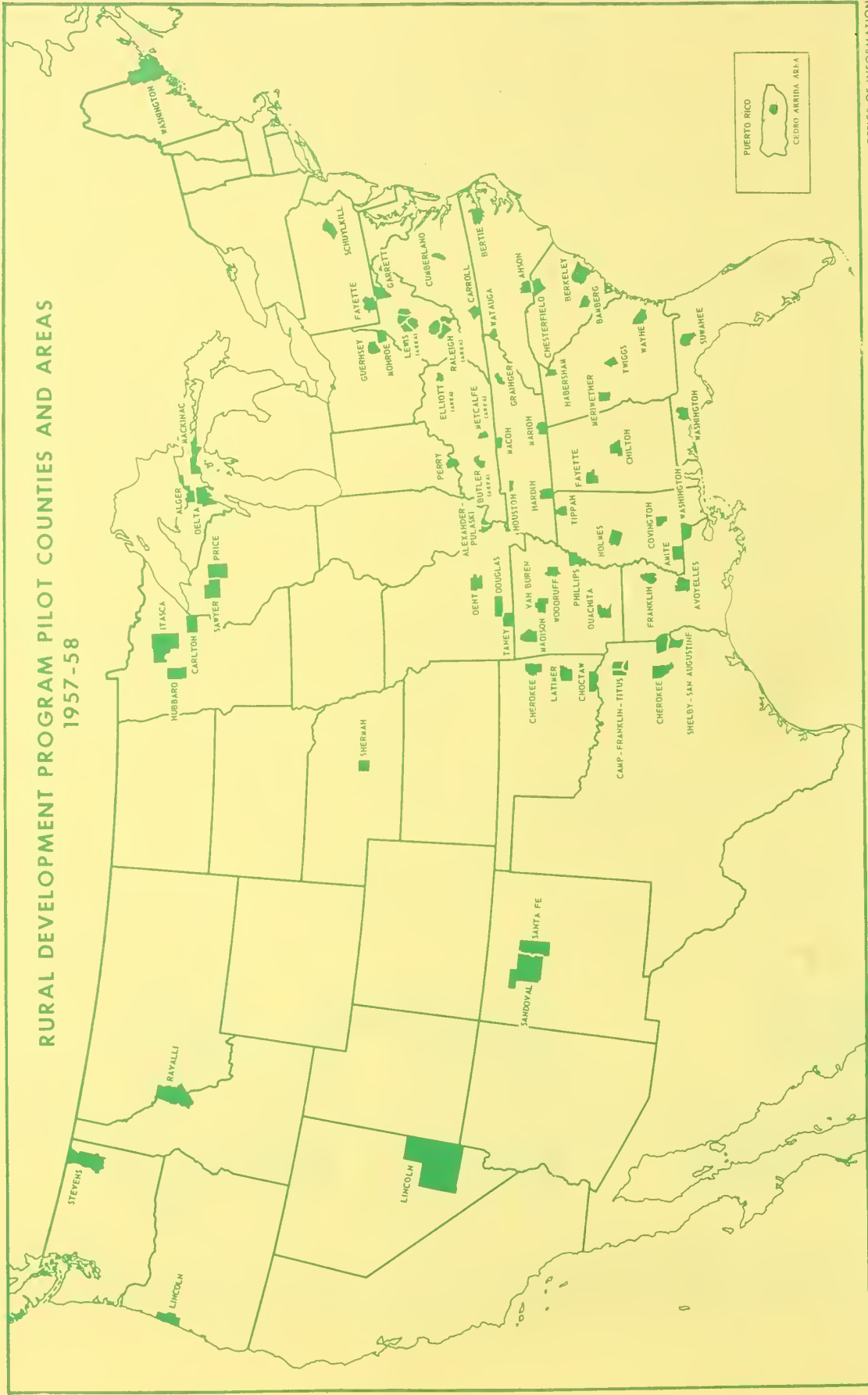
Kentucky: The Butler County rural development committee has issued a brochure advertising county resources, including manpower (nearly 800 adult farm people are looking for off-farm work); an abundance of coal, water, and stone; and good water transportation.

North Carolina: The SENCland Development Association (Wilmington area) completed its first year of community development in seven counties with an area-wide meeting and report of progress, December 2.



Here's the masthead of a newsletter recently started in Louisiana to keep county leaders, agency workers and interested bystanders up to date on the State's Rural Development Program. Dr. J. H. Jones of the Louisiana Extension Service is editor. (We might add, the NEWS is pretty proud of this "offspring.")

RURAL DEVELOPMENT PROGRAM PILOT COUNTIES AND AREAS 1957-58



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